

WXIX

## ORDER



Flight Dates 10/25/12-11/05/12

Contract / Revision 840839 /

Original Date / Revision  
10/24/12 10/24/12

Advertiser Peterffy, Thomas

Agency Mentzer Media Services

Buying Contact

600 Farimont Avenue  
Suite 306  
Towson, MD 21286Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product  
THOMAS PETERFFY

Agency Com 15%

Billing Contact

600 Farimont Avenue  
Suite 306  
Towson, MD 21286

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate # 1548

Alt Order # 06393627

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20.10

Priority P 1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	13	\$40,970.00	\$48,200.00	0.00	10/01/12	10/28/12	13	\$40,970.00	\$48,200.00
November 2012	18	\$42,840.00	\$50,400.00	0.00	10/29/12	11/05/12	18	\$42,840.00	\$50,400.00
Totals	31	\$83,810.00	\$98,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/25/12	10/26/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	---TF--	1:00	2	\$2,000.00	P 1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---TF--		2		\$2,000.00		0.00					
E 2	WXIX	10/25/12	10/28/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	---TF--	1:00	1	\$2,000.00	P 1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---TF--		1		\$2,000.00		0.00					
E 3	WXIX	10/25/12	10/28/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	---TF--	1:00	2	\$800.00	P 3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Contract / Revision **840839** Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:00:00

Advertiser **Peterffy, Thomas**Product **THOMAS PETERFFY**Estimate # **1548**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXIX	10/25/12	10/28/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	---TF--	1:00	2	\$800.00	P 3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$800.00		0.00						
E 4	WXIX	10/25/12	10/26/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	---TF--	1:00	2	\$4,000.00	P 1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$4,000.00		0.00						
E 5	WXIX	10/25/12	10/26/12	Jeopardy 730P STARTS 9/17/12	Comm	730-8P	---TF--	1:00	2	\$5,000.00	P 1	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$5,000.00		0.00						
E 6	WXIX	10/25/12	10/26/12	LATE RUN M-SU NEWS/LATE	Comm	10-1030P	---TF--	1:00	2	\$3,000.00	P 1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$3,000.00		0.00						
E 7	WXIX	10/27/12	10/27/12	World Series on Fox World Series	Comm	730P-11P	-----1-	1:00	1	\$16,000.00	P 1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----1-	1		\$16,000.00		0.00						
E 8	WXIX	10/28/12	10/28/12	FOX News Sunday Fox News Sunday	Comm	10-11A (10:00 AM-11:00 AM)	-----1	1:00	1	\$600.00	P 1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----1	1		\$600.00		0.00						
E 9	WXIX	10/29/12	11/02/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	MTWTF--	1:00	3	\$2,000.00	P 1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$2,000.00		0.00						
E 10	WXIX	10/29/12	11/02/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	MTWTF--	1:00	2	\$2,000.00	P 1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	2		\$2,000.00		0.00						
E 11	WXIX	10/29/12	11/02/12	WENDY WILLIAMS 10A Wendy Williams new time	Comm	10-11A	MTWTF--	1:00	3	\$800.00	P 3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$800.00		0.00						
E 12	WXIX	10/29/12	11/02/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	MTWTF--	1:00	3	\$4,000.00	P 1	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$4,000.00		0.00						
E 13	WXIX	10/29/12	11/02/12	Jeopardy 730P JEOPARDY	Comm	730-8P	MTWTF--	1:00	3	\$5,000.00	P 1	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$5,000.00		0.00						
E 14	WXIX	10/29/12	11/02/12	Late News M-F Late News M-F	Comm	10-11P	MTWTF--	1:00	3	\$3,000.00	P 1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$3,000.00		0.00						
N 15	WXIX	11/05/12	11/05/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	M-----	1:00	1	\$2,000.00	P 1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Advertiser   **Peterffy, Thomas**

Product **THOMAS PETERFFY**

Estimate #   **1548**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WXIX	11/05/12	11/05/12	News @ 7a	Comm	730-8A	M-----	1:00	1	\$2,000.00	P 1	0.00 NM	1	\$2,000.00
				News @ 7am	(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00					
													Totals	31 \$98,600.00